



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Steven M. Schein et al.
Application No. : 09/810,324 Confirmation No.: 9059
Filed : March 16, 2001
For : SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS
AND BROADCASTERS
Group Art Unit : 2623
Examiner : Omar S. Parra

New York, New York 10036
October 3, 2007

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated July 5, 2007, applicants respectfully request reconsideration and allowance of this application in light of the following:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper;
Remarks begin on page 11 of this paper.